

This is an advertisement for Red Rock Cola. The image shows Babe Ruth on a baseball, holding a baseball bat. The writing on this advertisement says “Babe Ruth says “It’s the finest cola drink I ever tasted” ”And underneath that it says Red Rock Cola, 5 cents. The use of Babe Ruth was crucial for this advertisement. This is because Babe Ruth was one of the biggest celebrities of the era and most people in the country knew who he was .Because it says that Babe Ruth says it is the best cola he had ever tasted on this advertisement, people will believe that Red Rock Cola is a fantastic drink and they will buy it because they believe that it is a quality product. The success of advertising like this showed that people were spending money on the newly advertised products.